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Daypart: Monday-Friday, 6am-10am + 3pm-7pm
 Area: Walla Walla/College Place, WA & Vic.
 Period: January - April 2007
 Measurement Type: Average Quarter Hour Share (%)

	12+	18+	25+	35+	50+	12+	18+	25+	35+	50+	12+	18+	25+	35+	50+
	Per	A	A	A	A	F	F	F	F	F	M	M	M	M	M
KEGX FM	5.7	5.9	5.6	5.7	4.9	2.1	2.2	2.7	.5		8.9	9.2	8.7	12.0	11.5
KEYW FM	.3	.3	.2	.3		.3	.3				.3	.3	.4	.6	
KFAE FM	4.7	4.9	5.3	6.8	8.5	6.0	6.4	5.6	6.6	5.9	3.4	3.5	5.0	6.9	8.2
KFLD AM	.3	.4	.5								.7	.7	1.0		
KGDC AM	1.9	2.0	2.6	3.3	3.3	1.7	1.8	2.2	2.6	3.2	2.1	2.1	3.0	4.2	1.4
KGTS FM	9.9	10.4	5.6	5.3	6.2	6.9	7.3	8.1	9.6	7.2	12.7	13.1	2.9		
KIOK FM	4.5	3.9	3.4	1.6	1.0	6.1	4.8	2.5	3.0	1.1	2.9	3.0	4.3		
KLRF FM	2.2	2.3	3.0	3.8	2.2	1.1	1.2	1.4	1.7	.5	3.2	3.3	4.7	6.5	4.4
KNLT FM	1.8	1.9	2.4	3.1	3.1	2.9	3.0	3.6	4.3	2.1	.8	.8	1.1	1.6	3.2
KONA AM	2.4	2.5	3.3	4.1	4.8	1.0	1.1	1.3	1.5	1.8	3.7	3.8	5.3	7.4	7.7
KORD FM	4.1	4.0	5.2	5.7	2.6	5.2	4.8	5.8	6.8	2.6	3.1	3.2	4.6	4.3	1.1
KRKL FM	4.8	5.0	5.1	3.3	6.2	9.6	10.1	9.4	5.3	6.5	.4	.4	.6	.8	1.6
KTEL AM	1.9	2.0	2.6	3.3	2.0	2.9	3.1	3.7	4.4	2.4	1.0	1.0	1.4	1.9	
KUJ AM	3.2	3.4	4.4	3.8	3.7	1.7	1.8	2.1	2.5	.6	4.6	4.8	6.7	5.3	7.5
KUJ FM	15.2	14.7	7.1	4.5	4.9	13.7	12.1	11.4	6.6	3.6	16.5	17.0	2.7	2.1	4.2
KUJJ FM	6.4	6.7	8.7	8.1	12.6	6.1	6.5	7.7	9.2	11.0	6.7	6.9	9.7	6.8	7.5
KUMA FM	2.5	2.6	3.4	2.6	1.7	5.2	5.5	6.6	4.7	2.0					
KWHT FM	7.5	7.8	10.2	13.0	16.2	10.3	10.9	13.0	15.5	13.7	4.9	5.1	7.2	10.0	10.6
KWWS FM	4.8	5.0	6.5	8.3	8.9	3.5	3.7	4.4	5.3	.9	5.9	6.1	8.6	11.9	19.3
KXRX FM	8.4	6.7	8.1	6.0	2.0	3.1	2.4	1.6	1.9		13.2	10.6	14.9	11.1	4.8
KZHR FM	3.7	3.9	2.1	2.6		6.0	6.4	1.8	2.2		1.6	1.6	2.3	3.2	
PUR	12999	12458	9572	7505	3927	6194	5854	4893	4122	2259	6805	6604	4679	3383	1668